December 12, 2014

ACOSTA
SALES & MARKETING

6600 Corporate Center Parkway
Jacksonville, FL 32216

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SAMPLE A SAMPLE
APT ABC
123 ANY STREET
ANYTOWN, MA 12345-6789

Dear Sample A Sample:

Acosta, Inc. and its subsidiaries, including Mosaic Sales Solutions US Operating Co. LLC (collectively, the "Company"), are writing to inform you of an incident that may affect the security of some of your personal information. We are providing this notice to you so that you may monitor your financial statements and take steps to protect your information.

What happened? On November 10, 2014, the personal automobile of an associate in the Company's Human Resources department was burglarized. Stolen from the automobile were various personal items and a Company laptop. The associate discovered the theft on November 11, 2014 and promptly reported the theft to local law enforcement and to the Company.

The Company immediately initiated an investigation to determine what sensitive information may have been contained on the laptop at the time of theft. The Company confirmed that the laptop was password protected at the time of the theft. Although our investigation is ongoing, we have determined that the laptop contained certain personal information of current and former employees including your name, address, [date of birth, bank account information, Social Security number, employee identification number, phone number] and possibly your email address.

What We Are Doing. The Company takes the security of employee personal information very seriously. We are not aware of actual or attempted misuse of your personal information. Nevertheless, we are providing you with helpful information on protection against identity theft and fraud, as well as access to one free year of credit monitoring and identity restoration services. We are also taking steps to minimize the risk of similar future data incidents. These steps include enhancing our policies and procedures relating to the security and confidentiality of Company records containing personal information.

What You Can Do. Enclosed is helpful information on how to protect against identity theft and fraud. You can also enroll to receive the free year of credit monitoring and identity restoration services we are offering to you. Please see the enclosed Notice of Privacy Safeguards for enrollment instructions.

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The Company apologizes for any inconvenience or concern that this may cause. We remain committed to the security of personal information at the Company. We have established a confidential privacy line to assist you with questions regarding the incident, this letter and steps you may take to protect your information. This confidential privacy line can be reached at (877) 237-4971, Monday through Friday, 9:00 a.m. to 7:00 p.m. EST. The reference number for this incident is #5316120814.

Sincerely,

Rebecca E. Steele

Rebecca E. Steele
Chief Human Resources Officer

As described in our enclosed Notice of Privacy Safeguards, you have privacy rights under a state law that protects personal information. You may find out more about your privacy rights, safeguarding your identity, and enrolling in the complementary membership to Experian's® ProtectMyID® Alert by reading the enclosed Notice.

THE COMPANY'S NOTICE OF PRIVACY SAFEGUARDS

The Company takes this matter, and the security of personal information entrusted to it, very seriously. In order to help further safeguard against any potential misuse of your personal information, we are offering you access to a **complimentary** one-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE that you enroll by: March 31, 2015 (Your code will not work after this date.)
2. VISIT the ProtectMyID Web Site to enroll: www.protectmyid.com/alert
3. PROVIDE your Activation Code: [code]

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide engagement #: PC90804.

Once your ProtectMyID membership is activated, you will receive the following features:

- Free copy of your Experian credit report
- Surveillance alerts for daily bureau credit monitoring and alerts of key changes & suspicious activity found on your Experian credit report.
- Identity Theft Resolution & ProtectMyID ExtendCARE: Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
- ProtectMyId ExtendCARE: It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- $1 Million Identity Theft Insurance*: Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

In addition to enrolling and receiving the monitoring services described above, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports and explanation of benefits forms for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

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*Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG Insurance. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022-2000
800-525-6285	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

You can further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, (919) 716-6400, www.ncdoj.gov. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement. Please note that this notice was not delayed because of law enforcement.